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## You will. Will he?

Maybe you obey stop signs and signals. Some drivers don't. So never assume the right-of-way blindly. Always protect yourself by driving defensively. □ If someone

follows you too close, don't speed up. Slow down a little and encourage him to pass. Remember, being in the right isn't enough. You could be dead right.



**Watch out for the other guy!**



Published to save lives in cooperation with The Advertising Council and the National Safety Council.

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Agency: MacManus, John & Adams, Inc.		Agency: Kenyon & Eckhardt Inc.	
BRITISH MOTOR CORP.	41	MARQUETTE CORP.	33
Agency: Reach, McClinton & Co.		Agency: MacManus, John & Adams, Inc.	
BUICK MOTOR DIV.	93	MERCHANDISING DIRECTORS	11
Agency: McCann-Erickson, Inc.		NISSAN MOTOR CORP.	85
BURROUGHS CORP.	4	Agency: Parker Advertising, Inc.	
Agency: Campbell-Ewald Co.		OLDSMOBILE DIV.	83
CARS, INC.	110	Agency: D. P. Brother & Co.	
Agency: Morrison & West Inc.		OPEN ROAD CAMPERS, INC.	15
CHAMPION SPARK PLUG CO.	87	Agency: Farnell & Polk Advertising, Inc.	
Agency: J. Walter Thompson Co.		PLYMOUTH CAR	BC
CHEVROLET MOTOR DIV.	95	Agency: Young & Rubicam, Inc.	
Agency: Campbell-Ewald Co.		PONTIAC MOTOR DIV.	81
CHEVWAY CORP.	47	Agency: MacManus, John & Adams, Inc.	
Agency: Campbell-Ewald Co.		PRUDENTIAL INSURANCE CO.	92
CHRYSLER CAR	31	Agency: Reach, McClinton & Co.	
Agency: Young & Rubicam, Inc.		RENAULT, INC.	75
CHRYSLER PARTS	88-89	Agency: Gilbert Advertising Agency Inc.	
Agency: N. W. Ayer & Son		REYNOLDS & REYNOLDS CO.	71
CINCINNATI TIME RECORDER CO.	90	Agency: Sabatino & Oppenheim, Inc.	
Agency: Baer, Kemble, & Spicer, Inc.		SATURDAY EVENING POST	25
COMMERCIAL CREDIT CORP.	19	Agency: Batten, Barton, Durstine & Osborn, Inc.	
Agency: W. B. Doner and Co.		SHURE MANUFACTURING CORP.	32
CHOUSE-HINDS	34-35	Agency: Stolz Advertising Co.	
Agency: Rumrill-Hoyt, Inc.		SUN ELECTRIC CORP.	113
DANA CORP.	105	Agency: D. A. Case Associates Advertising, Inc.	
Agency: Compton Advertising, Inc.		TOYOTA MOTOR SALES, U.S.A., INC.	97
DODGE CAR & TRUCK DIV.	109	Agency: Clinton E. Frank, Inc.	
Agency: Batten, Barton, Durstine & Osborn, Inc.		UNIVERSAL CIT CREDIT CORP.	45
FORD CAR	IBC	Agency: Fuller & Smith & Ross Inc.	
Agency: J. Walter Thompson Co.		UNIVERSAL UNDERWRITERS	IFC
FORD CORPORATE ADVERTISING	66-67	Agency: Potts, Woodbury, Inc.	
Agency: Grey Advertising Agency		VOLKSWAGEN OF AMERICA	17
GENERAL ELECTRIC CO.	79	Agency: Doyle, Dane, Bernbach, Inc.	
Agency: George R. Nelson, Inc.		WALKER MARKETING CORP.	39
G. M. A. C.	73	Agency: Aitken-Kynett Co., Inc.	
Agency: Campbell-Ewald Co.		WEAVER DIV.	1
G. M. PARTS	12-13	Agency: Palmer, Willson & Worden, Inc.	
Agency: Campbell-Ewald Co.			



